

**Ideas must be realisable**





## More than mere planning and practical expertise



Ritzau Management is an event and marketing agency that offers more than mere planning and practical expertise.

Our aim is to be your company's sparring partner and, together with you, to discover ways in which to provide you with the most optimal and creative solutions - regardless of whether you are looking to develop a stronger team spirit or to introduce a new product.

We can already provide you with a foretaste of our working methods. Click on "Customer tools" and download our "Customer brief". This is a simple tool which will give you a feel for the way in which we work and help you to define your specific project.

We look forward to hearing from you.



## Ideas must be realisable



When we are entrusted with a task, we follow the project from start to finish. We help develop and plan but we remain in the picture during the implementation of the project.

This enables us to ensure that the event is relevant, exciting and innovative for the specific target group.

The fact that we participate in all phases means that we are more in touch with what is achievable and what cannot be accomplished. For example, there is no sense in creating an event if it is not possible to get the project off the ground. Therefore our motto is: Operational creativity - because ideas must be realisable!

The following pages explain the way in which we work and our approach to working with events.



**The concept behind the ideas**



It is one thing to think up a fun idea for an event. It is quite a different matter to come up with a relevant idea and to be able to implement it without compromising on the innovative and creative aspects.

Our philosophy and objective at Ritzau Management is to be creative and innovative based on a relevant and operational foundation.

Why? Because relevance and operational creativity create the best contact with the participants and provide a bigger and more coherent experience. Or, in other words: It makes a difference if there is a deeper meaning behind a concept.



**A glimpse into the past**



Ritzau Management was founded in 2006 by Steen Ritzau who, previous to this, had been a senior employee at various different events agencies and, as such, was responsible for the creation of a wide range of events.

Steen Ritzau was trained as an event manager and has previously worked in TV production as a stage manager and as production manager for TV2 Denmark and Danmarks Radio.



**We always conceive a strategy**



Success does not appear from nowhere. And this is especially true in the case of events. It is important to conceive a sound strategy which will form the basis for everything that happens before, during and after the event. The strategy must be defined in close consultation with your company and be based on your previous experience and current goals.

At Ritzau Management, we consider creative and strategic planning to be crucial components of a successful event. We consider ourselves as sparring partners who are here to ensure that your wishes are fulfilled and your goals met - and, last but not least, to ensure that the event is successful.

If special expertise is required, we draw on our extensive network of creative and competent freelancers and partners. This provides us with more options and greater flexibility - and a second opinion is always an added advantage.

Do a little extra for your employees



Regardless of whether your aim is to create better team spirit among colleagues, to launch a new internal campaign or to reward good performance, we can help you create the ideal event.

We always base our ideas on the company's internal values and communication requirements so that these are reflected both visually and in the practical arrangements. We are experienced in all types of event, from summer parties and Christmas lunches to internal conferences and kick-off meetings. We also often work with special theme events which provide employees with a fun and novel experience; something they will associate with their memories of the company and talk about positively for many years to come.

## Use events to market your company



When you are dealing with the company's marketing and external communication it is, of course, an obvious choice to use traditional tools such as adverts, direct mails, PR and the Internet.

But events can provide you with many alternative and novel ways of influencing and making an impact on your target group. Events open up many more opportunities for creating an overall impression of your message or product, e.g. by means of visualisation, sound, atmosphere and experiences.

At Ritzau Management we have great and extensive experience of integrating events into marketing and external communication. We have handled projects relating to seminars, hospitality functions, kick-off meetings, symposiums and sponsor events.



## We allow the consumer to experience the product



It can be a difficult challenge to increase product awareness. Consumers are constantly being bombarded with all sorts of colourful impressions and messages. Therefore, something very special is required to create awareness of a product and attract the interest of the consumer.

For this reason, we attach great importance to innovative and creative thinking when we develop our events. We keep our eye on new trends, rankings and the best times for the company to attract the interest of its customers.

So far, we have created a broad range of events, from roadshows and sampling activities to annual general meetings and shareholders' meetings.

The common denominator of all of our solutions is that they are based on the company hosting the event, on the product and, most important of all, on the target group. This is the only way to create unique and innovative contact with a specific segment.

We can also offer merchandising and printing expertise in connection with product launches.

## Make intangible values more tangible




All companies have values, but not all are good at clarifying and realising them.

An event allows a company to reveal its identity and communicate its message to its employees in a specific manner. An event also enables the company to create a sense of community and to unite its employees.

We often work with events that implement these values, e.g. teambuilding, kick-off meetings, sales arrangements and other internal events.

We base our events on your company's values and, in consultation with you, we select the best and most innovative way of creating the event. If we need more resources, we are able to draw on our network of creative and competent freelancers and partners.



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**RITZAU  
MANAGEMENT**  
OPERATIONEL KREATIVITET

